

ORDER

KSNV

Orders

Order / Rev: 107335
 Alt Order #: 06860189
 Product Desc: DSCC IE
 Estimate: 1936
 Flight Dates: 10/02/12 - 10/08/12
 Original Date / Rev: 10/01/12 / 10/01/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Great American Media
 Buying Contact: _____
 Billing Contact: _____
1010 Wisconsin Ave. NW
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Democratic Senatorial Campaign Con
 Demographic: A35+
 Product Codes: PLI2,PLI1
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	50	\$65,775.00	\$55,908.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	50	\$65,775.00	\$55,908.75	0.00
Totals	50	\$65,775.00	\$55,908.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	18%	\$65,775.00
Market	100%	\$365,416.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$109,625.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	30%	\$109,625.00
KTUD	1%	\$3,654.17
KVVU	16%	\$58,466.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$18,270.83

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/08/12	M-F 5-6a WakeUp w/WagM		5-6a	MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			3			\$600.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/08/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/02/12		10/02/12	10/08/12	MTWTF--	3		\$600.00		0.00						
E 2	KSNV	10/02/12	10/08/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/02/12		10/02/12	10/08/12	MTWTF--	2		\$1,000.00		0.00						
E 3	KSNV	10/02/12	10/08/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,900.00	1	0.00	NM	2	\$3,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/02/12		10/02/12	10/08/12	MTWTF--	2		\$1,900.00		0.00						
E 4	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$900.00	1	0.00	NM	1	\$900.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-----S-	1		\$900.00		0.00						
E 5	KSNV	10/07/12	10/07/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$1,900.00	1	0.00	NM	1	\$1,900.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	-----S	1		\$1,900.00		0.00						
E 6	KSNV	10/02/12	10/08/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/02/12		10/02/12	10/08/12	MTWTF--	2		\$1,000.00		0.00						
E 7	KSNV	10/02/12	10/08/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/02/12		10/02/12	10/08/12	MTWTF--	3		\$600.00		0.00						
E 8	KSNV	10/02/12	10/08/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/02/12		10/02/12	10/08/12	MTWTF--	3		\$500.00		0.00						
E 9	KSNV	10/02/12	10/08/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/02/12		10/02/12	10/08/12	MTWTF--	3		\$500.00		0.00						
E 10	KSNV	10/02/12	10/08/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/02/12		10/02/12	10/08/12	MTWTF--	3		\$425.00		0.00						
E 11	KSNV	10/02/12	10/08/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/02/12		10/02/12	10/08/12	MTWTF--	3		\$325.00		0.00						
E 12	KSNV	10/02/12	10/08/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/02/12		10/02/12	10/08/12	MTWTF--	3		\$600.00		0.00						
E 13	KSNV	10/02/12	10/08/12		CM	5-630p	MTWTF--	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00

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M-F Early News															
M-F Early News															
EARLY NEWS no 6PM NWS on 10/3, 10/11, 50/16, 10/22															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$1,800.00		0.00			
E 14	KSNV	10/02/12	10/08/12	FacetoFace/Ralston Rep	CM	730-758pm	MT-TF--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FacetoFace/Ralston Report															
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MT-TF--					1	\$900.00		0.00			
E 15	KSNV	10/02/12	10/08/12	M-F Jeop/Wheel	CM	630-730pm	MT-TF--	:30	3	\$1,700.00	1	0.00	NM	3	\$5,100.00
M-F Jeopardy/Wheel of Fortune															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MT-TF--					3	\$1,700.00		0.00			
E 16	KSNV	10/02/12	10/08/12	FacetoFace/Ralston Rep	CM	730-758pm	MT-TF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
FacetoFace/Ralston Report															
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MT-TF--					3	\$900.00		0.00			
E 17	KSNV	10/08/12	10/08/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
Monday Prime 8-10pm															
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$4,000.00		0.00			
E 18	KSNV	10/02/12	10/02/12	Tues PR 9-10p	CM	9-10p	-T-----	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
Tuesday Prime 9-10p															
Go On/ The New Normal															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$2,600.00		0.00			
E 19	KSNV	10/05/12	10/05/12	Fri 10-11p	CM	10-11pm	----F--	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
Friday Prime 10-11pm															
DATELINE NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$3,200.00		0.00			
E 20	KSNV	10/06/12	10/06/12	News 3 Live in Prime	CM	7-10pm	-----S-	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
News 3 in Prime															
NBC Prime Encores															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$1,200.00		0.00			
E 21	KSNV	10/06/12	10/06/12	SIGN ON-SIGN OFF	CM	5a-459a	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
ROS (9:00 PM-10:00 PM)															
WH/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$525.00		0.00			
E 22	KSNV	10/07/12	10/07/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$14,000.00	1	0.00	NM	1	\$14,000.00
NFL Football															
SUN NT FB															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$14,000.00		0.00			
E 23	KSNV	10/02/12	10/08/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
M-F News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					1	\$1,400.00		0.00			
E 24	KSNV	10/06/12	10/06/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$1,400.00		0.00			
E 25	KSNV	10/02/12	10/08/12		CM	1135p-1237a	MTWTF--	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00

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				The Tonight Show											
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--		2			\$750.00			0.00			
E 26	KSNV	10/06/12	10/06/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
				Saturday Night Live											
				SATURDAY NIGHT LIVE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1			\$2,000.00			0.00			
E 27	KSNV	10/07/12	10/07/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
				Sports Night in Las Vegas											
				SPORTS NIGHT IN LAS VEGAS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		1			\$400.00			0.00			
													Totals	50	\$65,775.00